

## Amendments to the Specification

Please replace Paragraph [0013] with the following marked-up replacement Paragraph:

-- To achieve the foregoing objects, and in accordance with the purpose of the invention as broadly described herein, the present invention may be provided as methods, systems, and computer program products. In one aspect of preferred embodiments, the present invention provides techniques for enabling end users to subscribe to content in a computing environment without requiring them to initiate a subscription process, comprising: identifying behavior patterns of a user; using the identified behavior patterns to identify content which may be of interest to the user; and offering, to the user, a subscription to the identified content, without requiring the user to initiate a request for the subscription. Preferably, the offered subscription is registered, upon acceptance thereof by the user, and the registered subscription is then used to deliver the identified content to the user. The user may be allowed to customize the offered subscription such that at least one condition is placed on at least one portion of the identified content (where the portion ~~may comprise~~ comprises a subset of the identified content ~~in its entirety~~), and in this case, the offered subscription, as customized by the user, is preferably registered upon acceptance thereof by the user. The registered subscription may be used to deliver the identified content to the user, and/or to carry out other action(s). If the user selected one or more conditions when customizing the subscription, then the content must match the condition(s). Behavior patterns may be identified for a plurality of users, and content may be identified that is interest to more than one user (and this content may vary among the users), such that subscriptions may be offered to more than one user. --

Please replace Paragraph **[0051]** with the following marked-up replacement Paragraph:

- Examples hereinafter assume the user accepts the subscription offered in Fig. [[2]] 4.

The user may wish to limit his/her subscription to models of mobile computing devices, for example. In this case, the user preferably types one or more model names into text entry field 422. An appropriate delimiter, such as a comma or semicolon, is preferably used when multiple model names are supplied. Wild cards may be supported, if desired. In addition, preferred embodiments preferably use a drop-down list 421 that enables the user to easily specify a wider range of values. For example, the user might select the “LIKE” choice depicted in list 421 and then type select “Model 456” as the value of text entry field 422 to indicate that he/she wishes to see mobile computing devices having model names which are similar to Model 456. “Similar”, in this context, may be interpreted as all model numbers containing the string “Model 456”, such as a “Model 456 Enhanced” and a “Model 456 Express”, for example. Or, an implementation of the present invention may be adapted for determining factors such as particular characteristics of the Model 456 (including processor speed, functionality, and so forth), and using mobile computing devices of similar characteristics for those model names which are “like” Model 456. An another example, an implementation may perform a string pattern-matching operation to determine whether one value is “like” another. --

Please replace Paragraph **[0078]** with the following marked-up replacement Paragraph:

- As will be appreciated by one of skill in the art, embodiments of the present invention may be provided as methods, systems, or computer program products. Accordingly, the present invention may take the form of an entirely hardware embodiment, an entirely software

embodiment, or an embodiment combining software and hardware aspects. Furthermore, the present invention may take the form of a computer program product which is embodied on one or more computer-usable storage media (including, but not limited to, disk storage, CD-ROM, optical storage, and so forth) having computer-usable program code embodied therein. The computer-usable storage media excludes a signal. In addition, the present invention may be offered as a method of doing business (for example, whereby user behaviors are monitored and used to make recommendations for candidate subscriptions, process those subscriptions, and so forth). --